



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/25 thru 07/31.
 (prices in dollars per carton)

Fri. Jul 25, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		31.9% of 22,900 stores				30.2% of 22,900 stores				32.2% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.80	390	1.72			370	1.06	10	1.79	320	1.09
	White 18 pack			1,700	2.88	40	2.79	280	2.83			2,110	2.20
	Brown 12 pack											10	1.99
	USDA GRADE A												
	White 12 pack	140	1.99	540	1.37	150	2.03	2,550	1.19	70	1.38	590	1.16
SPECIALTY	White 18 pack			840	2.21			460	2.19			720	2.45
	Brown 12 pack											170	0.99
	USDA ORGANIC												
	White 12 pack	20	3.49										
	Brown 12 pack			180	3.99	60	3.82	470	3.88			990	3.93
	OMEGA-3												
	White 12 pack	10	3.99	280	2.72	120	2.43	970	2.66			1,030	2.68
	Brown 12 pack			140	2.78			1,730	2.64			60	2.99
	CAGE-FREE												
	White 12 pack	10	3.49	2,010	2.56	60	3.49					270	2.54
Brown 12 pack			2,250	2.58			230	3.20			1,250	2.91	
SPECIALTY	VEGETARIAN FED												
	White 12 pack	50	2.05	180	2.38			100	2.50			180	2.50
	Brown 12 pack	60	2.50	350	2.62			660	2.70	580	2.69	630	2.59

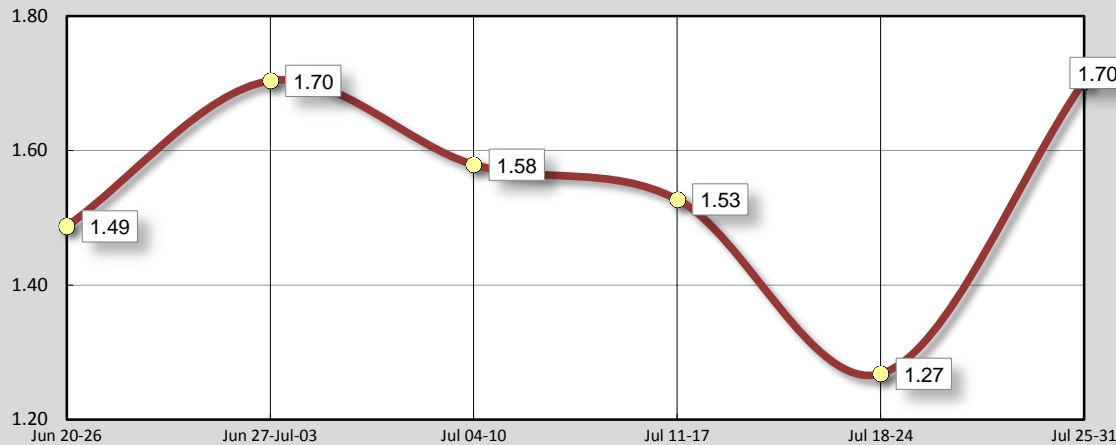
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,620	3,850	4,000	Large Eggs on Jul-21-2014
Specialty	5,540	4,400	4,990	
Total (includes MD)	9,390	8,650	9,370	418.2
Special Rate 4/:	2.6%	7.1%	0.1%	up 1.7%

5/ 1,000's of 30-doz cases

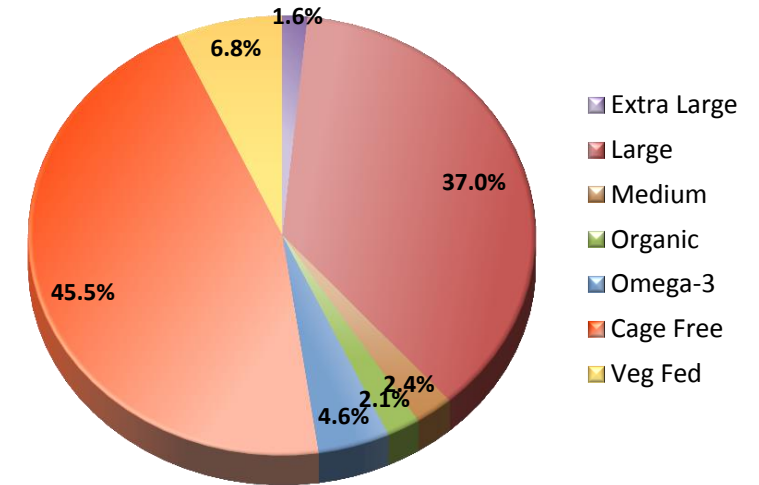
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not quite as active as the previous week. The average price of Grade A or better, Large white eggs reverse course and is sharply higher than last week. The number of "no price" incentives declines. Grocers are advertising Extra Large and Medium eggs at a steady level. Promotional activity for specialty shell eggs is higher than a week ago. Cage-free type eggs reclaim the top position in this category as featuring is significantly higher. Omega-3 egg ads drop sharply from view. Other types are steady. Liquid egg featuring is limited.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		25.2% of 4,700 sampled outlets Activity Index = 1,640 (includes Medium)						14.3% of 5,900 sampled outlets Activity Index = 1,330 (includes Medium)						30.0% of 4,200 sampled outlets Activity Index = 1,550 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack										0.99	50	0.99				0.99	10	0.99
	White 18 pack				2.69	80	2.69				2.69	40	2.69				2.69	10	2.69
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.99	140	1.99	0.79 - 1.99	150	1.91				1.66	10	1.66				0.88 - 1.50	270	1.22
	White 18 pack				1.99 - 2.50	80	2.17				2.50	210	2.50				1.88 - 2.50	250	1.93
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.98	10	0.98	White 12 pack			1.25	20	1.25	White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack													3.49	20	3.49			
	Brown 12 pack				3.99	60	3.99												
	OMEGA-3																		
	White 12 pack	3.99	10	3.99	2.50 - 3.99	280	2.72										2.29	60	2.29
	Brown 12 pack				1.99 - 3.49	80	3.15												
	CAGE-FREE																		
	White 12 pack	3.49	10	3.49							2.50	500	2.50				2.49 - 2.50	450	2.50
	Brown 12 pack				2.00 - 3.99	250	2.71				2.50	500	2.50				2.29 - 3.79	450	2.52
	VEGETARIAN FED																		
	White 12 pack	1.99 - 2.49	50	2.05	1.99 - 2.50	180	2.38										3.79 - 3.97	30	3.90
	Brown 12 pack	2.50	60	2.50	2.50	200	2.50												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		35.5% of 4,200 sampled outlets Activity Index = 2,040 (includes Medium)						63.0% of 2,800 sampled outlets Activity Index = 1,870 (includes Medium)						66.3% of 1,200 sampled outlets Activity Index = 960 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	90	0.99	1.80	10	1.80	1.89 - 2.28	210	2.17				2.09 - 2.99	30	2.28
	White 18 pack				1.79 - 2.89	510	2.45				2.50 - 3.59	720	3.32				1.79 - 2.69	340	2.65
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			1.19 - 1.49	60	1.43	White 12 pack			0.99	110	0.99
USDA GRADE A	White 12 pack				0.99	10	0.99				0.80 - 2.99	50	1.21				0.68 - 0.98	50	0.73
	White 18 pack				1.57 - 2.50	300	2.26												
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.00 - 1.25	30	1.13	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.99	120	3.99						
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.19 - 2.50	560	2.49				2.50 - 2.99	290	2.92				2.50	210	2.50
	Brown 12 pack				2.50	540	2.50				2.50 - 2.99	290	2.92				2.50	220	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack										2.50	120	2.50						



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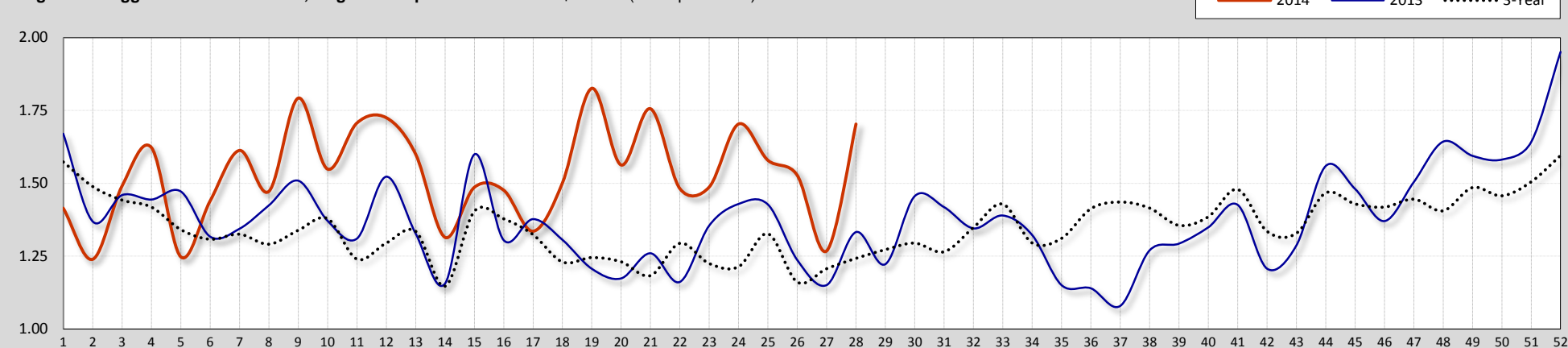
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(prices in dollars per carton)

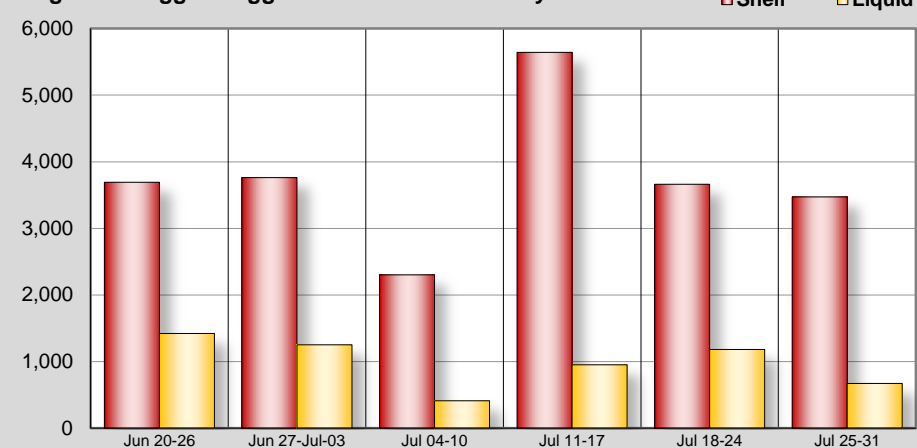
Fri. Jul 25, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	2.8%	5.0%	1.6%	9.5% of 4,700 sampled	0.0% of 5,900 sampled	1.4% of 4,200 sampled	3.3% of 4,200 sampled	0.0% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	670	1,180	270	Activity Index = 460	Activity Index = 0	Activity Index = 60	Activity Index = 140	Activity Index = 0	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	270 2.94	330 2.53	250 2.76	2.50 - 3.49 80 2.78		2.50 40 2.50	3.00 - 3.49 140 3.12		3.49 10 3.49
32 oz. crtn	390 5.11	810 4.35	20 3.99	4.99 - 5.99 370 5.10		5.19 20 5.19			
3 - 4 oz. cup	10 2.99	40 2.50		2.99 10 2.99					
2 - 8 oz. cup									

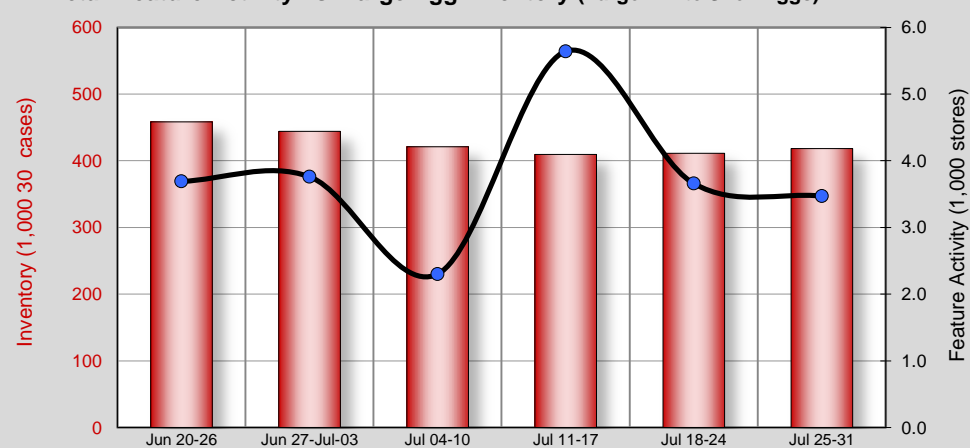
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>